



NEVADA
COMMISSION
ON TOURISM

Fourth Quarter 2009 VOLUME XVII

A Digest of Statistical Information on the Nevada Tourism Industry

Discover the Facts

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NEVADA
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Visitor Volume

The number of visitors to Nevada.

MONTH	2008	2009	PERCENT CHANGE
January	4,223,420	3,687,795	(12.7%)
February	4,259,716	3,742,928	(12.1%)
March	4,706,919	4,303,630	(8.6%)
April	4,447,085	4,266,579	(4.1%)
May	4,612,261	4,268,567	(7.5%)
June	4,450,956	4,232,842	(4.9%)
July	4,692,359	4,490,603	(4.3%)
August	4,663,263	4,379,188	(6.1%)
September	4,069,869	4,220,467	3.7%
October	4,271,344	4,260,492	(0.3%)
November	3,769,356	3,818,566	1.3%
December	3,763,369	3,780,384	0.5%
TOTAL	51,929,917	49,452,042	(4.8%)

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	8,600,600	8,837,898	2.8%
Laughlin	607,680	508,015	(16.4%)
Mesquite	314,279	252,242	(19.7%)
Washoe County	1,031,843	1,011,954	(1.9%)
All other counties	1,249,667	1,249,333	0.0%
TOTAL (State)	11,804,069	11,859,442	0.5%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2008	2009	PERCENT CHANGE
January	738,844	603,982	(18.3%)
February	937,122	621,498	(33.7%)
March	675,238	543,649	(19.5%)
April	610,674	520,226	(14.8%)
May	611,382	449,889	(26.4%)
June	517,908	456,393	(11.9%)
July	301,071	297,569	(1.2%)
August	604,226	268,702 *	(55.5%)
September	395,548	443,506 *	12.1%
October	445,645	404,536	(9.2%)
November	565,434	487,418	(13.8%)
December	159,868	170,774	6.8%
TOTAL	6,562,960	5,268,142	(19.7%)

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	1,008,262	925,206	(8.2%)
Laughlin	32,398	26,988	(16.7%)
Washoe County	28,641	29,480	2.9%
All other counties	101,646	81,054	(20.3%)
TOTAL (State)	1,170,947	1,062,728	(9.2%)

*Due to show rotation differences (i.e. tradeshow occurring in September 2009 vs. August 2008).

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2008	2009	NET CHANGE
January	78.4%	67.4%	(11.0)
February	83.3%	77.5%	(5.8)
March	85.8%	79.7%	(6.1)
April	84.3%	82.0%	(2.3)
May	83.9%	79.2%	(4.7)
June	84.1%	78.7%	(5.4)
July	82.9%	79.6%	(3.3)
August	84.5%	77.9%	(6.6)
September	79.8%	79.3%	(0.5)
October	79.0%	77.2%	(1.8)
November	73.1%	71.9%	(1.2)
December	67.2%	63.9%	(3.3)
MONTHLY AVG	80.5%	76.1%	(4.4)

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	NET CHANGE
Clark County:			
Las Vegas	78.7%	76.4%	(2.3)
Laughlin	58.4%	52.0%	(6.4)
Mesquite	72.8%	80.2% **	7.4
Lake Tahoe*	60.6%	57.1%	(3.5)
Washoe County	55.6%	55.6%	0.0
All other counties	49.9%	46.9%	(3.0)
QUARTER AVG (State)	73.1%	70.9%	(2.2)

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

**The Oasis Resort & Casino closed on May 31, 2009.

Room Nights Occupied

The number of room nights occupied.

MONTH	2008	2009	PERCENT CHANGE
January	4,342,228	3,869,961	(10.9%)
February	4,367,394	4,019,470	(8.0%)
March	4,848,780	4,593,589	(5.3%)
April	4,605,092	4,551,723	(1.2%)
May	4,740,854	4,538,474	(4.3%)
June	4,602,094	4,389,009	(4.6%)
July	4,692,650	4,586,790	(2.3%)
August	4,787,641	4,482,806	(6.4%)
September	4,400,439	4,422,224	0.5%
October	4,493,048	4,453,431	(0.9%)
November	4,029,671	4,025,224	(0.1%)
December	3,869,409	3,853,986	(0.4%)
TOTAL	53,779,300	51,786,686	(3.7%)

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	10,045,308	10,129,863	0.8%
Laughlin	572,996	509,885	(11.0%)
Mesquite	164,780	131,571	(20.2%)
Lake Tahoe*	131,259	112,035	(14.6%)
Washoe County	913,481	906,458	(0.8%)
All other counties	564,304	542,828	(3.8%)
TOTAL (State)	12,392,128	12,332,640	(0.5%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2008	2009	PERCENT CHANGE
January	178,551	185,202	3.7%
February	180,897	185,183	2.4%
March	182,338	185,894	2.0%
April	182,145	184,990	1.6%
May	182,198	184,798	1.4%
June	182,462	185,802	1.8%
July	182,502	185,848	1.8%
August	182,840	185,607	1.5%
September	183,769	185,880	1.1%
October	183,401	186,063	1.5%
November	183,821	186,569	1.5%
December	185,826	194,424	4.6%
END OF PERIOD	185,826	194,424	4.6%

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	140,529	148,941	6.0%
Laughlin	10,655	10,652	0.0%
Mesquite	1,981	1,790 **	(9.6%)
Lake Tahoe*	2,352	2,134	(9.3%)
Washoe County	18,010	18,315	1.7%
All other counties	12,299	12,592	2.4%
END OF PERIOD (State)	185,826	194,424	4.6%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2009.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

**The Oasis Resort & Casino closed on May 31, 2009.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2008	2009	PERCENT CHANGE
January	\$1,614,064	\$ 1,167,888	(27.6%)
February	1,568,777	1,162,460	(25.9%)
March	1,807,519	1,215,146	(32.8%)
April	1,729,435	1,237,296	(28.5%)
May	1,712,659	1,222,912	(28.6%)
June	1,422,977	952,535	(33.1%)
July	1,316,048	1,164,869	(11.5%)
August	1,456,221	1,076,354	(26.1%)
September	1,651,574	1,132,799	(31.4%)
October	1,310,665	1,232,948	(5.9%)
November	1,373,214	1,018,494	(25.8%)
December	961,714	930,247	(3.3%)
TOTAL	\$ 17,924,866	\$ 13,513,947	(24.6%)

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County	\$ 3,316,326	\$ 2,877,538	(13.2%)
Washoe County	198,375	181,268	(8.6%)
Douglas County*	42,585	44,222	3.8%
Elko County	34,963	31,434	(10.1%)
Carson City	9,881	9,834	(0.5%)
All other counties	43,463	37,391	(14.0%)
TOTAL (State)	\$ 3,645,593	\$ 3,181,688	(12.7%)

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Effective 7/1/09, room tax collections are reported for the month of business activity. All prior years' of monthly data has been updated as well.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2008	2009	PERCENT CHANGE
January	\$ 1,064,120,000	\$ 908,574,000	(14.6%)
February	1,014,840,000	830,946,000	(18.1%)
March	1,038,807,000	918,243,000	(11.6%)
April	1,000,149,000	859,410,000	(14.1%)
May	970,004,000	889,093,000	(8.3%)
June	949,332,000	818,181,000	(13.8%)
July	997,057,000	872,664,000	(12.5%)
August	934,142,000	847,035,000	(9.3%)
September	1,001,098,000	911,142,000	(9.0%)
October	904,982,000	800,347,000	(11.6%)
November	836,818,000	873,178,000	4.3%
December	888,046,000	859,261,000	(3.2%)
TOTAL	\$ 11,599,395,000	\$ 10,388,074,000	(10.4%)

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:	\$ 2,231,901,000	\$ 2,177,372,000	(2.4%)
Strip	1,386,922,000	1,402,286,000	1.1%
Downtown	137,712,000	124,033,000	(9.9%)
Laughlin	124,897,000	109,464,000	(12.4%)
Mesquite	33,374,000	29,167,000	(12.6%)
County balance	548,996,000	512,422,000	(6.7%)
Washoe County	206,200,000	185,970,000	(9.8%)
Lake Tahoe*	59,808,000	47,044,000	(21.3%)
Elko County	65,432,000	59,529,000	(9.0%)
Carson Valley Area	25,829,000	24,857,000	(3.8%)
All other counties	40,676,000	38,014,000	(6.5%)
TOTAL (State)	\$ 2,629,846,000	\$ 2,532,786,000	(3.7%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2008	2009	PERCENT CHANGE
January	4,003,239	3,348,457	(16.4%)
February	4,025,903	3,371,335	(16.3%)
March	4,603,795	4,010,061	(12.9%)
April	4,181,648	3,903,004	(6.7%)
May	4,404,776	3,876,568	(12.0%)
June	4,328,053	3,810,533	(12.0%)
July	4,374,605	3,940,750	(9.9%)
August	4,329,001	3,886,919	(10.2%)
September	3,756,335	3,678,593	(2.1%)
October	3,930,551	3,846,771	(2.1%)
November	3,549,888	3,539,004	(0.3%)
December	3,495,261	3,411,331	(2.4%)
TOTAL	48,983,055	44,623,326	(8.9%)

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,957,727	9,845,750	(1.1%)
Reno/Tahoe Int.	920,173	857,552	(6.8%)
North Las Vegas	23,384	26,630	13.9%
Laughlin/Bullhead Int.	56,459	42,865	(24.1%)
Elko Airport	11,269	9,911	(12.1%)
Henderson Exec. Airport	6,688	14,398 *	115.3%
TOTAL (State)	10,975,700	10,797,106	(1.6%)

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

*Maverick Aviation Group fully operational.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2008	2009	PERCENT CHANGE
January	2,092,608	2,186,902	4.5%
February	2,138,901	1,979,079	(7.5%)
March	2,488,722	2,272,142	(8.7%)
April	2,321,012	2,383,447	2.7%
May	2,565,340	2,586,146	0.8%
June	2,654,991	2,674,694	0.7%
July	2,491,537 *	3,066,937	23.1%
August	2,521,778 *	3,010,299	19.4%
September	2,059,826 *	2,525,610	22.6%
October	2,302,912	2,358,479 **	2.4%
November	2,271,328	2,038,817 **	(10.2%)
December	2,297,157	2,045,797 **	(10.9%)
TOTAL	28,206,112	29,128,349	3.3%

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
I-15 at Primm/Jean	1,585,449	1,732,688	9.3%
I-15 at Mesquite	963,452	913,103	(5.2%)
I-80 at Verdi	1,175,613	1,029,310	(12.4%)
I-80 at Wells	222,409	214,206	(3.7%)
All other entry points	2,924,474	2,553,786 **	(12.7%)
TOTAL (State)	6,871,397	6,443,093	(6.2%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Interstate 80 at Verdi, the traffic totals for July through September 2008 do not contain any data.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for October through December 2009 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2008	2009	PERCENT CHANGE
January	933,966	1,017,798	9.0%
February	1,123,572	1,024,407	(8.8%)
March	1,930,046	1,745,148	(9.6%)
April	2,202,589	2,141,597	(2.8%)
May	2,722,601	2,704,419	(0.7%)
June	3,101,741	3,070,650	(1.0%)
July	3,320,848	3,360,089	1.2%
August	3,402,690	3,558,761	4.6%
September	2,578,625	2,725,334	5.7%
October	2,036,800	2,164,915	6.3%
November	1,446,310	1,326,993	(8.2%)
December	1,040,125	987,459	(5.1%)
TOTAL	25,839,913	25,827,570	0.0%

Fourth Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Nevada State Parks	448,252	406,591	(9.3%)
Great Basin Nat. Park	8,957	10,854	21.2%
Lake Mead Nat. Rec. Area	1,579,193	1,635,384	3.6%
Hoover Dam Visitor Center	174,165	172,077	(1.2%)
Red Rock Canyon	227,053	- *	(100.0%)
Grand Canyon Nat. Park	736,721	743,427	0.9%
Zion Nat. Park	448,981	469,214	4.5%
Bryce Canyon Nat. Park	180,642	240,277	33.0%
Death Valley Nat. Park	157,505	169,432	7.6%
Yosemite Nat. Park	561,766	632,111	12.5%
TOTAL (All Parks)	4,523,235	4,479,367	(1.0%)

*Data for Red Rock Canyon was not available for October through December 2009.

Information Sources

CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

ELY BRISTLECONE CONVENTION CENTER

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

LAKE TAHOE VISITORS AUTHORITY

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824 • www.VisitLasVegas.com

MCCARRAN INTERNATIONAL AIRPORT

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov

NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccof

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4001 S. Virginia St., Suite G, Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • www.renoairport.com

TAHOE-DOUGLAS CHAMBER OF COMMERCE

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
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TONOPAH CONVENTION CENTER

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Tonopah, NV 89049
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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Nevada State Map

